

SmartNoggin's award winning NogginStik® was created to help parents and caregivers encourage early milestones and promote child/parent interaction through play.

NogginStik®

Developmental Light-up Rattle

Your baby's brain development begins at birth. Simple interactions early on can help your child succeed later in life. The best part? It takes only a few minutes and a simple toy to help you start laying that foundation from day one. NogginStik® isn't just a cute toy. It's an educational tool that will guide you through activities and interactions that will promote healthy brain development and bonding, and bring enjoyment to both you and your child.

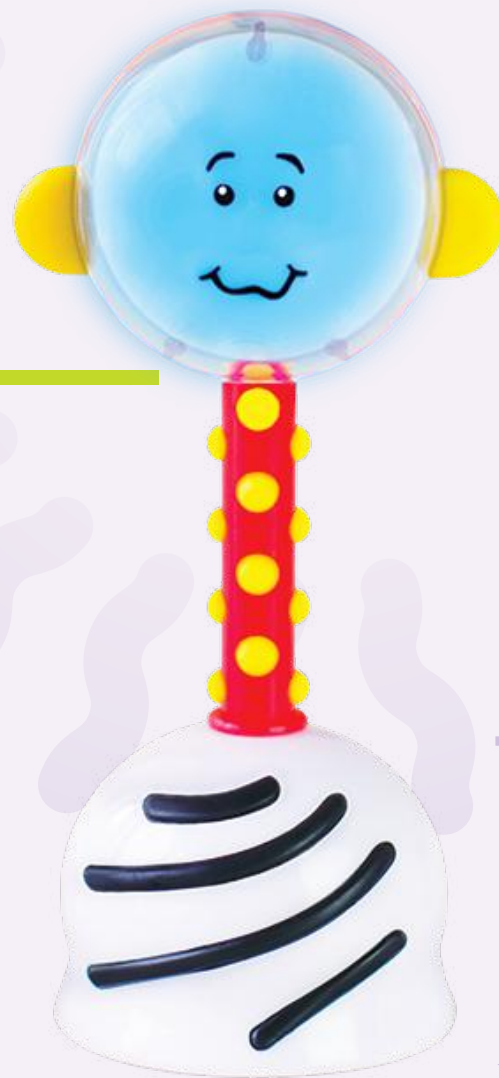
Your NogginStik® features:

- Red, green and blue lights to encourage visual tracking skills.
- Soft rattle sound to please the ears.
- Easy to hold handle for mastering grasping.
- Fun textures to delight the sense of touch.

Parent guide to
baby's milestones included
with all products

www.smartnoggin toys.com
info@smartnoggin toys.com
574•612•5292

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Ages Birth +



SmartNoggin's Milestone Makers line was created to help parents and caregivers encourage early milestones and promote child/parent interaction through play.

NogginRings™

Grasping & Reaching Rings

SmartNoggin introduces the NogginRings™ to its Milestone Makers line! Coming Fall 2014! In cooperation with its development team and the original designer, SmartNoggin has redesigned a popular childhood developmental product from the 1980s to help encourage additional early milestones.

Positive parent/child interactions beginning at birth can help your baby succeed later in life. The best part? It takes only a few minutes and a simple toy to help you start laying the foundation from day one.

Your NogginRings™ features:

- Flexible ring to encourage batting, reaching & grasping skills.
- Soft rattle sound to promote hearing.
- High contrast colors to encourage visual tracking and attention.
- Promotes parent/child interaction and social play.
- Textures to delight the sense of touch.

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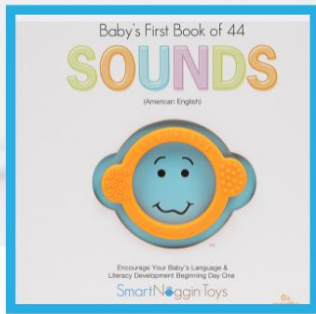


Ages
Birth - 12 months





The Foundation for Language and Literacy
Begins at Birth...



Baby's First Book of 44 SOUNDS



A baby's journey to their first word is nothing short of miraculous, but before there are words in the world of a baby...there are sounds! Research tells us that a baby is born with the capacity to detect sounds in any language from around the world. But by 10-12 months of age, a baby begins to lose this ability to hear all sounds and begins to focus on the sounds of their native language and any additional languages they hear spoken to them throughout their day.

During their first year, a baby's brain is making neural connections that help them sort and store the sounds they hear spoken, read, and sung to them. If a baby hears American English spoken to them in a caring and nurturing way, their brain stores the sounds produced in American English. These stored sounds become the foundation for future language and literacy. Each language has its own unique set of sounds, and in American English, there are 44.

How do we take the above information and help lay a baby's foundation for language and literacy? SmartNoggin has developed a book to help! SmartNoggin's Baby's First Book of 44 SOUNDS™ has the 44 sounds of American English in a colorful board book to get you started. This book allows your baby to hear each sound used in a word and then pronounced in isolation, with the goal of helping your baby's brain strengthen the neural connections needed to speak and read in the months and years ahead. As a final element this teaching tool includes a food grade silicone teether for children to self-soothe while exercising mouth muscles necessary to express vocalizations and eventually words.

Wholesale: \$12.50 ea

MSRP: \$24.99 ea

Minimum: 6 Books (1 case)

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